



WXYZ

ORDER

Print Date 09/24/12

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Flight Dates 10/23/12-10/29/12

		<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Contract / Revision</u>	305716 /	Citizens for Affordable Quality Hon	<u>Estimate #</u>	1538 Week 2
<u>Original Date / Revision</u>	07/24/12 09/18/12	Agency Com 15% <u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	Citizens for Affordable Quali	1322 G Street SE Washington, DC 20003	<u>Billing Type</u>	Cash
<u>Agency</u>	New Media Firm		<u>Order Type</u>	GENERAL
<u>Buying Contact</u>		Sales Office EWSDC	<u>Billing Cycle</u>	EOM/EOC
1322 G Street SE Washington, DC 20003		Sales Region NAT	<u>Billing Calendar</u>	BROADCAST
		Agency Ref 2	<u>Demographic</u>	A25-54
			<u>Rev Codes</u>	POL POL ISS
			<u>Product Codes</u>	PL
			<u>Priority</u>	P-1
			<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	95	\$85,467.50	\$100,550.00	0.00	10/01/12	10/28/12	95	\$85,467.50	\$100,550.00
November 2012	20	\$21,377.50	\$25,150.00	0.00	10/29/12	10/29/12	20	\$21,377.50	\$25,150.00
Totals	115	\$106,845.00	\$125,700.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
E 1	WXYZ	10/23/12	10/29/12	430 AM News	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
				7 Action News This Morni											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111--		4	\$150.00			0.00					
		Week: 10/29/12	11/04/12	1-----		1	\$150.00			0.00					
E 2	WXYZ	10/23/12	10/29/12	5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
				5am News M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111--		4	\$400.00			0.00					
		Week: 10/29/12	11/04/12	1-----		1	\$400.00			0.00					



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Contract / Revision

305716

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 07/24/12 / 09/18/12

Order Sep 00:20:00

Citizens for Affordable Qua Product **Citizens for Affordable Qual** Estimate # **1538 Week 2**



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Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 07/24/12 / 09/18/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1538 Week 2**

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
E 14	WXYZ	10/23/12	10/29/12	6p News 6-630pm M-F		CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-1111--		4	\$1,200.00	0.00									
		Week: 10/29/12	11/04/12	1-----		1	\$1,200.00	0.00									
E 15	WXYZ	10/23/12	10/29/12	7p News M-F 7-730p		CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-1111--		4	\$1,200.00	0.00									
		Week: 10/29/12	11/04/12	1-----		1	\$1,200.00	0.00									
E 16	WXYZ	10/27/12	10/27/12	Access Saturday Sat 7-8pm		CM	7-8pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-----S-		1	\$1,000.00	0.00									
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
		1	WXYZ	10/22/12-10/28/12	Access Saturday		7-8pm Sat			-----Sa--	:30	(\$1,000.00)	0.00	NM			
		See MG 16.2 [inv code is EARLY NEWS SA 7pm]															
		2	NXYZ	10/27/12-10/27/12	Early News Sa 7p (Foll Sport:7pm Sat					-----Sa--	:30	\$1,000.00	0.00	NM			
		(MG for 16.1 10/27															
E 17	WXYZ	10/28/12	10/28/12	Early News Su Su 6-630p		CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-----S		1	\$750.00	0.00									
E 18	WXYZ	10/24/12	10/29/12	Access M-F 730-8pm M-F 730-8pm		CM	730-8pm M-F	1- 1- 1--	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-- 1- 1--		2	\$1,800.00	0.00									
		Week: 10/29/12	11/04/12	1-----		1	\$1,800.00	0.00									
E 19	WXYZ	10/23/12	10/29/12	Late News M-Su 11pm Action News Updat		CM	11-1135pm M-Sun	11- 1- 1-	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	- 1- 1- 1-		3	\$2,000.00	0.00									
		Week: 10/29/12	11/04/12	1-----		1	\$2,000.00	0.00									
E 20	WXYZ	10/23/12	10/29/12	M-F 1135p-1205a Nightline		CM	1135pm-1205am	M11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-1111--		4	\$750.00	0.00									
		Week: 10/29/12	11/04/12	1-----		1	\$750.00	0.00									
E 21	WXYZ	10/23/12	10/29/12	M-F 1205a-105a Jimmy Kimmel Live		CM	1205am-105am	M-11111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-1111--		4	\$250.00	0.00									
		Week: 10/29/12	11/04/12	1-----		1	\$250.00	0.00									
E 22	WXYZ	10/23/12	10/29/12	M-F 106a-206a M-F 106a-206a		CM	106am-206am	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-1111--		4	\$150.00	0.00									
		Week: 10/29/12	11/04/12	1-----		1	\$150.00	0.00									
E 23	WXYZ	10/27/12	10/27/12	SA 1130p-1230a SA Greys		CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							



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Flight Dates 10/23/12-10/29/12

Hiatus Dates

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Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1538 Week 2**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
E 23	WXYZ	10/27/12	10/27/12	SA 1130p-1230a SA Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 -----S- 1 \$250.00 0.00																
E 24	WXYZ	10/28/12	10/28/12	Sports Update 1130-12nCM SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 -----S 1 \$550.00 0.00																
E 25	WXYZ	10/29/12	10/29/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/29/12 11/04/12 M----- 1 \$10,000.00 0.00																
E 26	WXYZ	10/23/12	10/23/12	Tuesday Prime C Private Practice	CM	10-11pm	Tuesday -T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 -T----- 1 \$5,000.00 0.00																
E 27	WXYZ	10/25/12	10/25/12	Thursday Prime C Scandal	CM	10-11pm	Thursday---T---	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 ---T--- 1 \$5,000.00 0.00																
E 28	WXYZ	10/26/12	10/26/12	Friday Prime A Shark Tank	CM	8-9pm	Friday	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 ----F-- 1 \$2,000.00 0.00																
E 29	WXYZ	10/27/12	10/27/12	ABC Saturday Night Food ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 -----S- 1 \$3,000.00 0.00																
E 30	WXYZ	10/28/12	10/28/12	Sunday Prime A AFHV	CM	7-8pm	Sunday	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 -----S 1 \$3,000.00 0.00																
E 31	WXYZ	10/28/12	10/28/12	Action News SUN 6am CM Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 -----S 1 \$250.00 0.00																
E 32	WXYZ	10/23/12	10/29/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm	M-F 11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 -11111-- 4 \$750.00 0.00																
Week: 10/29/12 11/04/12 1----- 1 \$750.00 0.00																
E 33	WXYZ	10/27/12	10/27/12	SA 1a-2a SA Unit	CM	1am-2am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 -----S- 1 \$175.00 0.00																
E 34	WXYZ	10/28/12	10/28/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/22/12 10/28/12 -----S 1 \$250.00 0.00																
E 35	WXYZ	10/24/12	10/24/12	Wednesday Prime A Middle/Suburgatory	CM	8-9pm	Wednesday-W----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00	



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Contract / Revision**305716**Flight Dates**10/23/12-10/29/12**Hiatus DatesOriginal Date / Revision 07/24/12/ 09/18/12Order Sep 00:20:00Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qua** Estimate # **1538 Week 2**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 35	WXYZ	10/24/12	10/24/12	Wednesday Prime A Middle/Suburgatory	CM	8-9pm Wednesday-	-W----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12	10/28/12	--W----	1	\$4,500.00	0.00										
N36	WXYZ	10/23/12	10/29/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12	10/28/12	-1111--	4	\$900.00	0.00										
Week: 10/29/12	11/04/12	1-----	1	\$900.00	0.00										
N37	WXYZ	10/28/12	10/28/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12	10/28/12	-----S	1	\$175.00	0.00										
N38	WXYZ	10/23/12	10/23/12	Tuesday Prime B Happy Endings/Apt23	CM	9-10pm Tuesday	-T-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12	10/28/12	-T-----	1	\$9,000.00	0.00										
N39	WXYZ	10/26/12	10/26/12	Friday Prime B Primetime	CM	9-10pm Friday	----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12	10/28/12	----F--	1	\$4,000.00	0.00										
N40	WXYZ	10/28/12	10/28/12	Sunday Prime C Revenge	CM	9-10pm Sunday	-----S	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12	10/28/12	-----S	1	\$5,000.00	0.00										
														Totals	115\$125,700.00